We need a diverse, balanced, and competetive media to support our democracy. Without it, those with access to the media giants will be in a position to promote their political agendas throught biased media reporting. Those without such access will no longer have a voice. This would NOT be a democratic system. We have already seen some of this happen within the current system as the major networks "edit" the news to fit their agendas. For example, one major network reported that the military had uncovered what appeared to be chemical weapons ... a story that sold the news and promoted the Bush administration's political agenda. When it was proven to be an inaccurate claim a few days later, this was not reported, leaving the audience of this network to believe that such weapons did, in fact, exist. This does NOT serve the public interest in a democracy, where it is hoped that truth and the will of the people can prevail.